

A method of providing interactive management of branded multimedia content and advertising content at a location accessible to a consumer having redeemable credit, comprising the steps of providing a multimedia terminal at the location for receiving the multimedia content and the advertising content, presenting the advertising content and, in response to the consumer redeeming the credit at the terminal, presenting the multimedia content to the consumer, providing a first remuneration for the multimedia content based on the presenting of the multimedia content to the consumer via the multimedia terminal, providing a second remuneration for the advertising whereby the second remuneration at least partially offsets the first remuneration.

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